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The Architecture of Madness

León Ferrari

February 18 - April 1, 2023

Pan American Art Projects is pleased to announce *The Architecture of Madness*, a solo exhibition of heliographic works by León Ferrari. *The Architecture of Madness* will be on view from February 18 of 2023, with an opening reception on Saturday February 18, from 6 to 9 pm.

Having left Buenos Aires for political exile in the great metropolis of Sao Paulo, Leon Ferrari was struck by the multitude of people, and their very similar lifestyles: he expressed this repetitiveness in a series of heliographs. Twenty seven designs, made between 1980 and 1986, were printed with the Letraset technique used by architects. He saw the heliographs as representing "the absurdity of contemporary society, that sort of madness necessary for everything to look normal"[L.F.]

There was one additional reference in the rigidity of repetitiveness: an association with the horror of regimentation imposed by the military dictatorship in Argentina, which had murdered his son in the family home and forced him to take the rest of the family to safety abroad. This association may explain why Ferrari conveyed with a sense of horror the way of life in super-urban civilizations.

From the viewer's point of view, unaware of the artist's intent and background, chaos and confusion seem to reign; but from the point of view of the inhabitants of these almost identical spaces, they seem to live a normal life in their urban labyrinthine nightmare.

We find a visual as well as philosophical correlation between Ferrari's small figures of the heliographs and musical notes. Indeed, his first institutional exhibit in Sao Paulo included, along with drawings, both heliographs and musical sculptures.

Most of the heliographs are nothing more than the repetition of the same image, whether a human figure, or a door, or a bidet: a reiteration necessary to describe 'normal' human conditions. In other heliographs, there is total chaos, as where masses of people march in opposite or perpendicular directions, destined to crash, and they do. In still others, nonsensical doors open in succession into other spaces without a final exit, in an impossible architectural design; or highways go around in circles, again without exit. All types of heliographs represent extremes of life, being surrealistic and incomprehensible.

Robert Borlenghi

[In affectionate observance of ten years since Leon's passing, in 2013]